

HEALTHY FOOD ACCESS FUNDING

FY2017

FY2017 Austin Public Health Budget

Chronic Disease and Injury Prevention

\$400,000 on-going funding

- Healthy Food Retail Initiatives
 - Farm Stands
 - Mobile Markets
 - Healthy Corner Stores
 - Food Hub
 - Evaluation
- Nutritious Food Incentive Pilot
- Business Consultation

Social Services

\$300,000 one-time funding

- Research
- Marketing
- Enrollment Assistance & Message Delivery



FRESH *for* LESS

Good food close to home.



Los Cielos Park

Tuesdays, 5-7pm

Corner of Campana Dr & Los Cielos Blvd
Del Valle 78617

Hornsby-Dunlap Elementary School

Wednesdays, 4-6pm

13901 FM 969
Austin 78724

Kipp East Campus

Fridays, 3:30-5pm

8509 FM 969
Austin 78724

* 3 new locations coming in March!



Dove Springs Recreation Center

Saturdays, 10:30 am- 12:30 pm

5801 Ainez Drive
Austin 78744



Cunningham and Odom Elementary

Will resume in **March**

* 2 **new** sites (TBD) coming in 2017!

St. Elmo Road

Wednesdays, 4-6 pm

4320 S Congress Ave
Austin 78745



MOBILE MARKETS



FARM STANDS



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Good food close to home.



HEALTHY CORNER STORES

ADDING NEW STORES!



The Healthy Corner Store contract with GO! Austin / VAMOS! Austin is continuing with increased funds to expand in other locations in 78744 and 78745. The program expects to add **four to six new locations in 2017!**

GAVA
GO! AUSTIN/VAMOS! AUSTIN

PILOT EVALUATION COMING
SOON . . .

- Hula Hu Market, 4901 S 1st St
- Teri Metro Mart, 2009 Teri Rd
- EZ Food Store #5, 6400 S 1st St
- EZ Food Store #3, 710 W William Cannon Dr



- Bread Basket, 2623 Jones Rd
- 7-Eleven, 6306 Manchaca Rd
- Stassney Food Mart, 5717 S IH-35
- Texaco Food Spot, 6607 S Pleasant Valley



Nutritious Food Incentive Pilot

Double Dollar Incentive Program

- Managed by Sustainable Food Center; COA and private funding
- Farm Stands Accepting DDIP:
 - Springdale
 - Green Gate
 - St. Elmo Road
 - Cunningham
 - Dove Springs
- Farmers Markets Accepting DDIP:
 - SFC Markets
 - Texas Farmer's Markets
- Mobile Markets Accepting DDIP:
 - Hornsby-Dunlap Elementary
 - Los Cielos Park
 - KIPP Austin Public Schools

Pilot Incentive Program

- Managed in partnership with Sustainable Food Center, City of Austin, and Fair Food Network
- Link to Texas grown produce
- Program design in process
- On-site stakeholder meetings with FFN March 6-8 (tentative)
- Potential 1-5 pilot retail locations (corner store → large-scale retail)

SNAP Coordinated Messaging Campaign

Stage 1: Research

- Contract in negotiation with consultant (~5 months)
- Identify profile of eligible and unenrolled population, where they live, and how they consume information
- Summarize barriers and make recommendations

Stage 2: Message Design

- Initiate contract after completion of stage 1 (with marketing firm)
- Use information from stage 1 to develop strategic campaign to reach eligible, unenrolled pop
- Earned media, paid media, social service coordinators
- Goal to increase enrollment AND awareness of healthy food retail options

Stage 3: Message Delivery

- Two-year contract with Central Texas Food Bank
- Increase social service coordinators for enrollment assistance
- Deliver message campaign